



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

Monday April 20, 2026

10:00 AM

Ahmic Harbour Community Centre
4304 Highway 520, Magnetawan

Committee members in attendance:

Chair Rachel Sullivan
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross
Francine Yolkowskie

Regrets

Vice Chair Angela Ramsay
Dave Antle

Staff members in attendance:

Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 Call to order

The meeting was called to order

1.2 Adoption of the Agenda

RESOLUTION 2026-15 Fraser-Lewis

*BE IT RESOLVED THAT the Magnetawan Economic adopts the agenda as presented.
Carried.*

1.3 Disclosure of Pecuniary Interest

Chair Rachel Sullivan stated that should anyone have a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

1.4 **Adoption of Previous Minutes**

RESOLUTION 2026-16 Bishop-Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the March 11, 2026, meeting as presented.

Carried.

DISCUSSION ITEMS

2.1 **2026 Tourism Forum - Debrief and Identify Next Steps**

The Committee discussed the outcome of the Forum and next steps associated with the draft work plan. The budget for the event was \$5,000 and final costs totalled \$1,859.62. Committee Members have heard positive feedback from the attendees.

Tourism Promotional Product Development:

- **Website Enhancement:** Committee Member Yolkowskie discussed how attendees were more interested in obtaining tech support rather than reviewing their draft business directory listing. Committee member Ross advised the Committee that Kurt offered to review website content. Chair Sullivan advised that the Secretary had started a new page for the Committee and that currently it is live but hidden. As soon as the content is drafted the Secretary can post it to the website. The Secretary advised that a summer student would not be able to help at this time.
- **Brochure Displays:** Committee Member Lewis is planning a road trip to get brochures and can ask about the business directory listing. Committee Member Lewis has also been investigating an outdoor brochure rack. Algonquin Fine Foods offered to have a rack on their outdoor porch which could be a suitable location as it will be covered and more secure. (Further discussion regarding brochure racks took place under item 2,4)

Establishing on going dialogue with Accommodation Providers

Committee Member Ross and Bishop discussed the small numbers that attended from the accommodation sector. One STA licensed owner attended and Committee Members were able to gain valuable feedback from the owner. The Committee discussed having a workshop to help provide insight to potential STA operators about the licensing process. Committee Member Bishop has reviewed STA platforms and it appears that STA providers are already 80% booked for July and August (or times have been blocked by the owner) as well it appeared a lot of the other accommodation providers are also booked up. The Committee discussed circulating another online exit survey to renters. Similar to the last survey a QR code could easily be distributed to all accommodation providers providing a link to the survey. The Secretary will reach out to Staff to see which accommodation providers gave permission for their contact information to be shared with METC as part of a recent survey. Committee members Ross and

Bishop will look at meeting in person with different accommodation providers. A draft blurb will be provided to the Deputy Clerk of Planning and Development to help with reaching out to STAs.

The Committee further discussed what would be helpful tools for accommodation providers. The draft FAQ's could work but maybe the Committee should be looking at a comprehensive community directory. It could be extremely helpful to have all information in one repository which could then be used for different things such as a welcome book and the website.

Merchandise:

Committee member Ross and Antle have a meeting with the owners of the Magnetawan Bait and Tackle about how they manage merchandise. As well they would like to speak to the owner of Silver Screen Printing.

Industry Support:

Based on feedback at the forum, the Committee agreed to maintaining an annual forum around the same time every year so that the community knows when to expect it. Planning can begin earlier. Committee Members discussed that the next forum should have break out sessions covering topics such as tech support and how to use social media. Maybe consider business panels featuring local operators and success stories. Open the forum a half hour earlier to encourage everyone to show up and get settled so presentations can begin at 10am. Committee Members Fraser and Sullivan to look at a few dates to consider.

Proposed changes to Terms of Reference

Chair Sullivan notes she obtained samples from other communities and will work to prepare a draft for review at the next meeting. The Committee recapped the feedback received at the forum regarding the mandate of the Committee which was centred on Committee composition. Composition suggestions included representation from business owners, arts and culture, food and beverage and the accommodations sector.

2.2 Explorers Edge Women in Tourism Event Thursday April 23, 2026

The Secretary advised the Committee that if anyone would like to go to please reach out.

2.3 Visitor Exit Survey with Explorers Edge

The Secretary advised the Committee that Explorers' Edge mentioned in their presentation that they could provide the Committee with a visitor exit survey. Committee Member Ross and Bishop will reach out to see if they could forward us a copy.

2.4 **Heritage Centre Museum Sign**

The Committee discussed the changing of the current signage at the Heritage Centre Museum. The Secretary advised the Committee that due to the Museum being located on a Provincial Highway that it is subject to obtaining permission from the MTO for a new sign. Committee Member Lewis has taken pictures of the current signage and has obtained a quote from Signcraft in the amount of \$650 to replace one of the existing signs. The Committee discussed colour of lettering as well as the colour of the border. The Secretary advised that one thing the Committee must consider is to minimize obstructions for drivers. Committee Member Lewis's husband will refine the sketches of the design of the sign to include blue lettering.

Committee Member Lewis will collaborate with the Secretary to coordinate the installation of the sign when approved by Council. The Secretary will ensure that the Committee's request is put on a future agenda of Council. Committee Member Lewis will also reach out to Signcraft regarding the purchase of outdoor brochure racks. The Committee approved a budget of \$10,000 for brochure racks and signage. The Secretary advised the Committee that the sign and request for changing the name of the Heritage Centre Museum to the Heritage Museum and Visitor Centre requires Council approval.

2.5 **Update on File Transfer for Magnetawan-of-a-Kind Logo**

Committee Member Ross advised the Committee that the file is to be completed by April 22 and he will follow up with Les regarding getting the colour finalized and obtaining the final files.

2.6 **Umbrella Stands for Branded Umbrellas**

The Secretary advised the Committee that the six umbrellas that were purchased last fall do not have any metal stands to go with them. The Secretary advised the Committee that not having the umbrellas secured to a metal stand could be a potential liability. The Committee approved a budget of \$1,000 for the Secretary to purchase six umbrella bases.

FOR INFORMATION

- 3.1 **Explorers Edge March 2026 Newsletter**
- 3.2 **Almaguin Highlands Chamber of Commerce April 2026 Newsletter**
- 3.3 **Almaguin Highlands Chamber of Commerce April 23 Networking Event**
- 3.4 **Discovery Routes Adventure Trails Map Partnership Opportunity**
- 3.5 **OACAO Newsletter Spring 2026 Magnetawan Article**
- 3.6 **Trans Canada Trail April 10, 2026, Newsletter Article**
- 3.7 **Music in the Park Poster**
- 3.8 **2nd Annual Magnetawan Leekfest Poster, Soup Contest & Foraging Poster**
- 3.9 **1st Quarterly Report from Deputy Clerk Laura Brandt**

The Committee discussed purchasing the updated trail map (Item 3.4). 50 maps were purchased last year at a cost of \$10 per map and then offered for sale at a discounted price of \$5.00. Only three maps were sold last year between the Heritage Centre Museum and Municipal Office. The Committee discussed the changes being made to the map. The Committee decided to move forward with the purchasing of 50 maps for \$250. Once the map is updated, the Committee asked the Secretary to reach out to the Trail Map representative to advise them that we will support the initiative in exchange for the new maps.

The Committee also discussed the 2nd Annual Leekfest. Some Committee members have booths at the event but may be able to help other METC members throughout the day. Committee Members Bishop and Lewis can help Chair Sullivan hand out stickers to help have a more accurate attendance number.

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-17 Yolkowskie-Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:00 pm to meet again on June 4, 2026, at 9am or at the call of the chair.

Carried.

Approved by:

Chair

Secretary